

-> Low far

Walk, Roger A.

From: Walk, Roger A.
Sent: Tuesday, April 22, 2003 2:15 PM
To: Herndon, Colleen B.
Cc: Solana, Rick P.; Bugg, Joy J.
Subject: RE: "No Safe" advertising review process--PRINT
DSS:

Dear Colleen,

For Rick Solana and myself: OK as is.

Please let me know if you need anything else.
Regards,
Roger

-----Original Message-----

From: Herndon, Colleen B.
Sent: Monday, April 21, 2003 4:47 PM
To: D'Alessandro, Shaunn; Wilson, Gregory B. (PMUSA); Pfeil, Michael E.; Walls, Tina; Beran, Dave R.; Carcich, Claire; Whidden, Roger; Culley, Liz; Willard, Howard A.; Walk, Roger A.; Solana, Rick P.
Cc: Lenling, Amy; McQueen, Denise; Palmer, Rochelle; Escalera, Elizabeth; Lobosco, Enza; Tilley, Karen; Senger, Lisa B.; Cusato, Denise; Herndon, Colleen B.; Bugg, Joy J.; Clarke, Patrice A
Subject: "No Safe" advertising review process--PRINT
Importance: High

As you all know, the Corporate Responsibility Department is planning to launch the "No safe" television ad nationally on June 2nd. The "No safe" message will also be included in advertising for print, radio and potentially out-of-home.

Each of you has been identified as part of the review team for the "No safe" advertising that will see each advertising piece .

The "no safe" newspaper print ad is the first ad in the final PM USA review process. Below I've outlined the instructions for review as well as the timeline. If you are unable to review the ad in the specified timeframe, please let me know as soon as possible. Thanks in advance for your time in reviewing these materials.

Print Review Process

The "No Safe" print advertisement is scheduled to run nationally and in select regional newspapers the week of June 2nd. This color print ad will be either 2/3 page or a full page and will be a one-time insertion in each paper.

INSTRUCTIONS:

Attached is the final draft of the "no safe" print newspaper ad. Please provide any edits on the ad or an "OK as is" in writing via email to me no later than **noon Wednesday, April 23rd**. This will be your only opportunity to provide comments on the ad before it becomes final. We will share the final ad with you after final business and legal review is completed.

Thanks in advance for your prompt review of this ad. Please feel free to contact me with any questions.

Colleen

4/22/2003

PM3001242299

For future planning, I've outlined the scheduled review weeks for the other "No safe" creative. We will be sending these for your review and comment as well.

TV: Week of May 5th
Radio: Week of May 12th
OOH: May 27-30.

PM USA "No Safe" Review Team

Business Review

Corporate Affairs

S. D'Alessandro

G. Wilson

M. Pfeil

T. Walls and D. Beran (coordination of review with D. Beran/M. Szymanczyk)

WSA

R. Solana / R. Walk

YSP

L. Culley

H. Willard

Legal Review

(ROP Review begins on Wednesday, April 23rd)

C. Carcich (will coordinate legal review process)

R. Whidden

J. Murillo

D. Keane

Litigation group review

4/22/2003

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